## CLAIMS

## What is Claimed is:

1. A method of driving an electronic display including a plurality of display elements, including the steps of:

dividing a refresh cycle into a plurality of shift cycles;

driving the display elements of said plurality for a number of shift cycles chosen from said plurality of shift cycles, said number being determined by the intensity of a color sought to be displayed in the display elements; and

of said plurality of shift cycles in order to provide an increased number of possible intensities of the color sought to be displayed thereby providing a perceived dimming of the color sought to be displayed, wherein said fraction is greater than zero and less than one and wherein said subset is at least one shift cycle.

2. The method of Claim 1 wherein said display elements are light emitting diodes.

- 3. The method of Claim 2 wherein said step of driving the display elements applies substantially constant current to said display elements during said number of shift cycles during which said display elements are driven and the display is not disabled.
- 4. An electronic display including a plurality of display elements, comprising:

means for dividing a refresh cycle into a plurality of shift cycles;

means for driving the display elements of said plurality for a number of shift cycles chosen from said plurality of shift cycles, said number being determined by the intensity of a color sought to be displayed in the display elements; and

means for disabling the electronic display for a fraction of a subset of said plurality of shift cycles in order to provide an increased number of possible intensities of the color sought to be displayed thereby providing a perceived dimming of the color sought to be displayed, wherein said fraction is greater than zero and less than one and wherein said subset is at least one shift cycle.

5. The electronic display of Claim 4 wherein said display elements are light emitting diodes.

- 6. The electronic display of Claim 5 wherein said means for driving the display elements applies substantially constant current to said display elements during said number of shift cycles during which said display elements are driven and the display is not disabled.
- 7. A method of pulse-width-modulation for driving a display which includes the step of dividing a refresh cycle into a plurality of shift cycles and further includes the step of disabling the display for a portion of at least one shift cycle, said portion being greater than zero and less than one.
- 8. The method of Claim 7 wherein said display includes a plurality of light emitting diodes.
- 9. The method of Claim 8 wherein said light emitting diodes are driven by modulating between a substantially constant current and a zero current, said shift cycles providing a period of modulation.

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